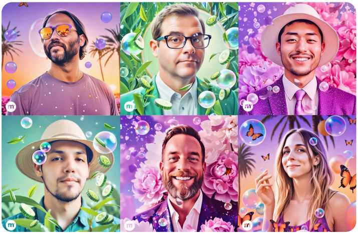
Using Generative AI (Artificial Intelligence) Art – Midjourney, DALL-E, and Stable Diffusion



November 10, 2020

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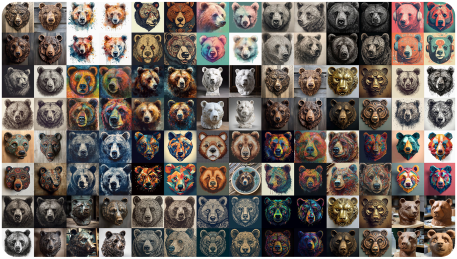
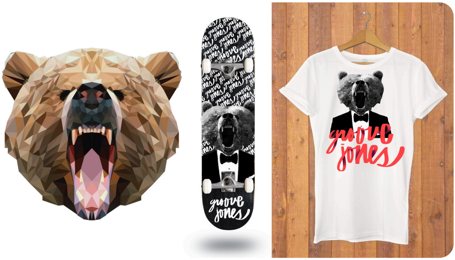
Prompting is the method of guiding Generative Art AI programs by giving them input that shapes the art they create. Whether using single words or detailed descriptions, prompts can lead to stunning visual results in tools like Midjourney, DALL-E, and Stable Diffusion. At Groove Jones, we leverage AI to enhance our productions and push creative boundaries. We set out to dive into the art of prompting, experimenting with single-word prompts to see the variety of outcomes they inspire. (We did make a few exceptions with phrases like "High Renaissance Painting" or "Pop Art" for certain prompts.) See how we are using AI in marketing and experiential campaigns.



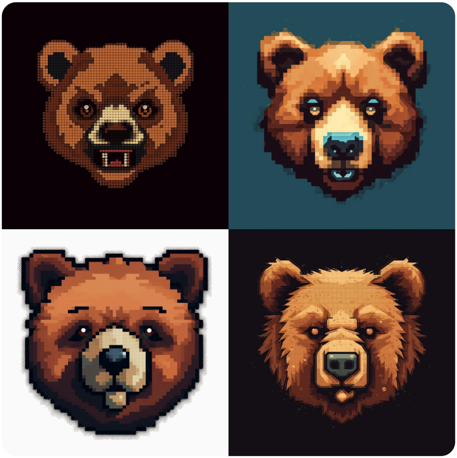
Exploring Mediums and Art Styles – Over 50 Prompts

One effective way to create striking images is by specifying an artistic medium or style. For our exploration, we used the Groove Jones spirit animal—the Bear. This symbol embodies strength, courage, and deep reflection. Bears are often linked to power, protection, and self-assurance. The original Groove Jones Bear was hand-drawn during our first week and has since become an integral part of our narrative and brand identity. Below, you'll find the original bear illustration.

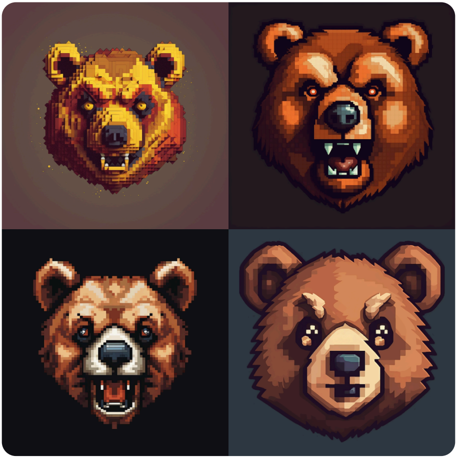


Below are the results. We used Midjourney V5 and the simple prompt example: `/imagine prompt <any art style> bear head` to generate the work below. The results were terrific.

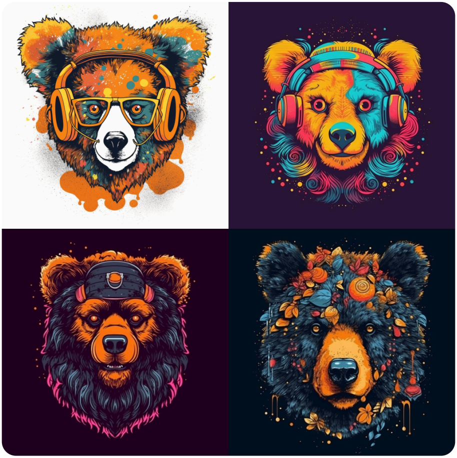
Prompt Style – 8-Bit



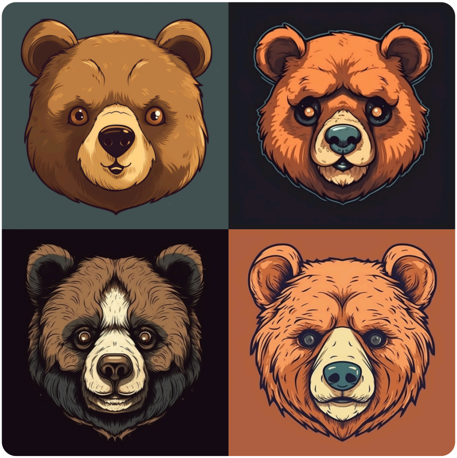
Prompt Style – 16-Bit



Prompt Style – Afro Pop

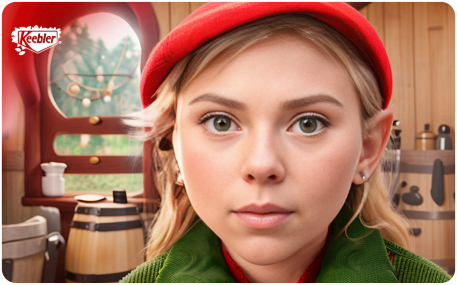


Prompt Style – Anime

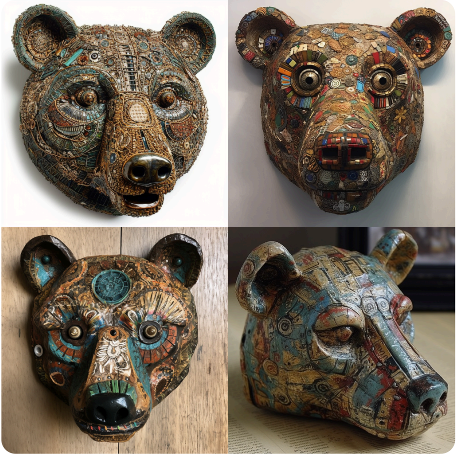


How Are We Using Generative Art or AI for Our Clients?

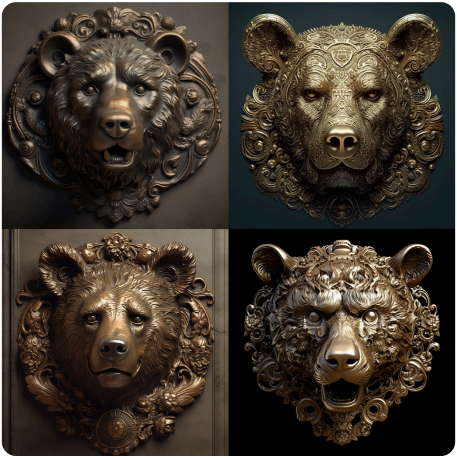
Below is an example of how we are working with Ferrero SpA and the Keebler Company to integrate Generative Art into a campaign that turns cookie fans into Keebler elves. Check out the work – https://www.groovejones.com/open-for-magic-selfie-studio-ai-generative-art/



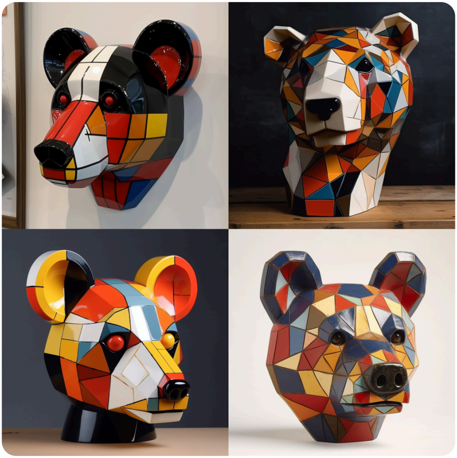
Prompt Style – Art Brut



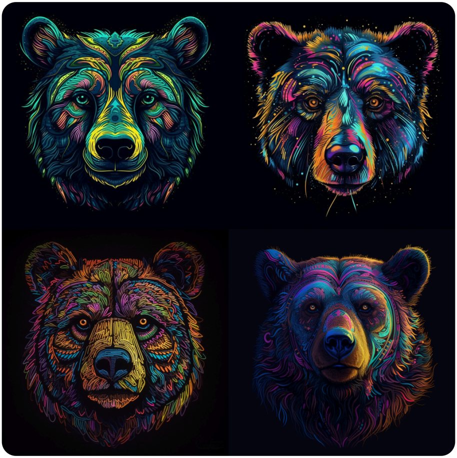
Prompt Style – Baroque



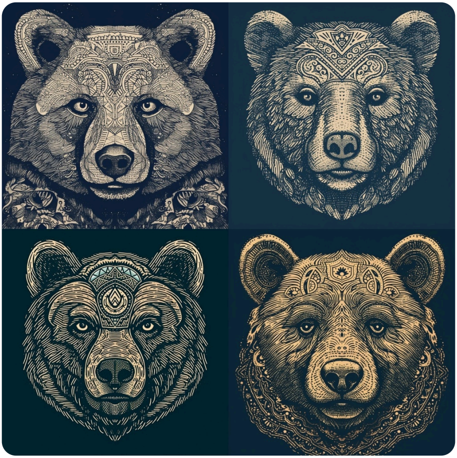
Prompt Style – Bauhaus



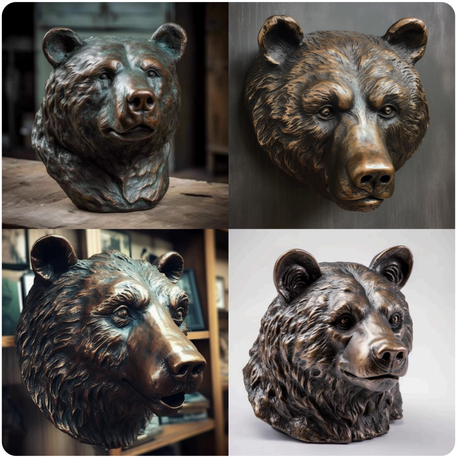
Prompt Style – Blacklight Painting



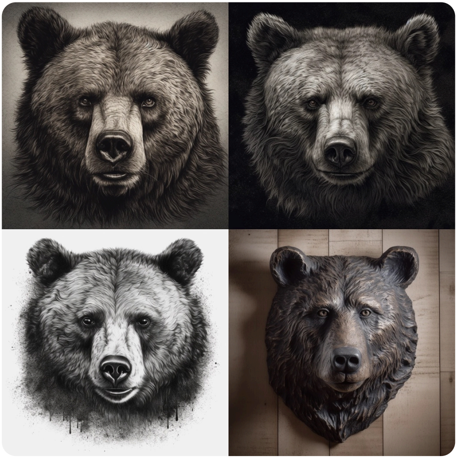
Prompt Style – **Block Print**



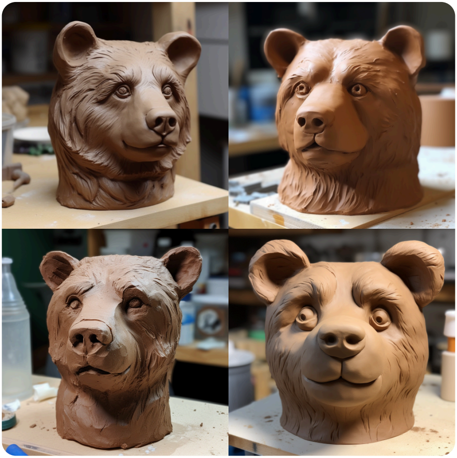
Prompt Style – Bronze



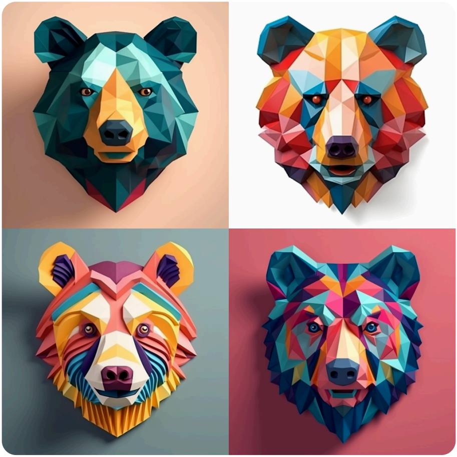
Prompt Style – Charcoal



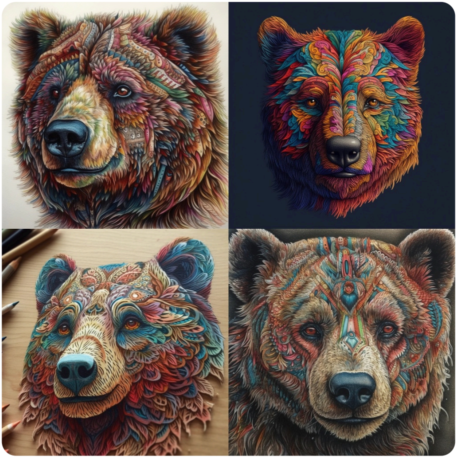
Prompt Style – Clay Modelling



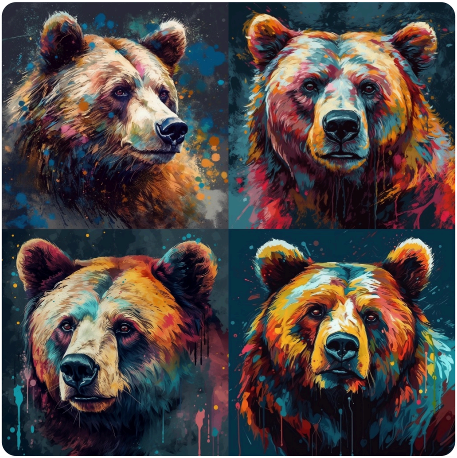
Prompt Style – Colored Paper



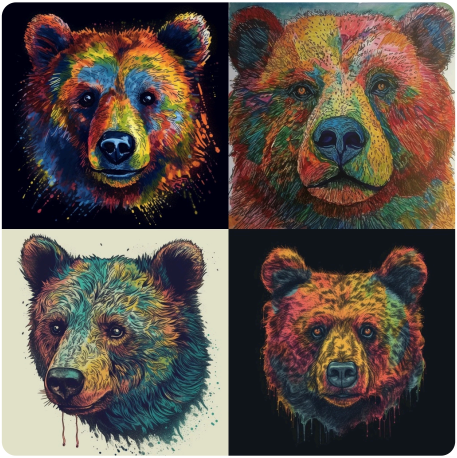
Prompt Style – Colored Pencils



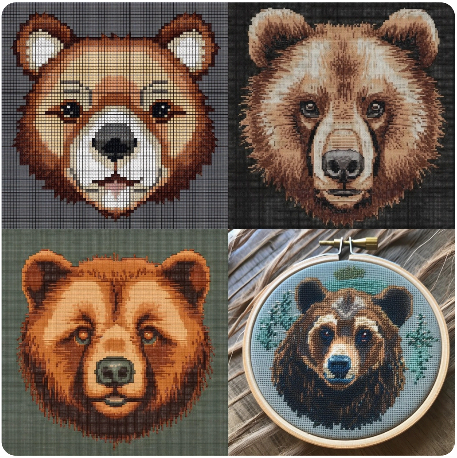
Prompt Style – Colorfield



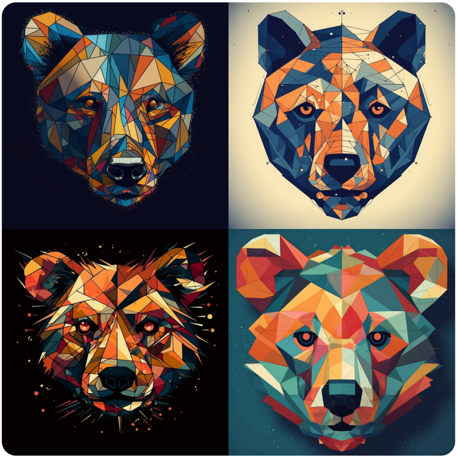
Prompt Style – Crayon



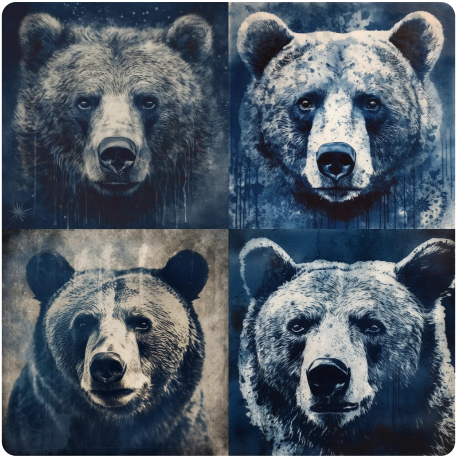
Prompt Style – Cross Stitch



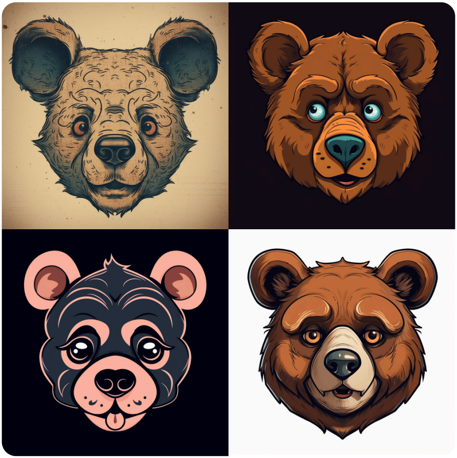
Prompt Style – Cubism



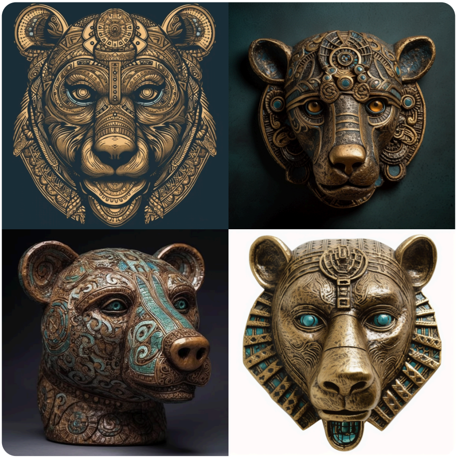
Prompt Style – Cyanotype



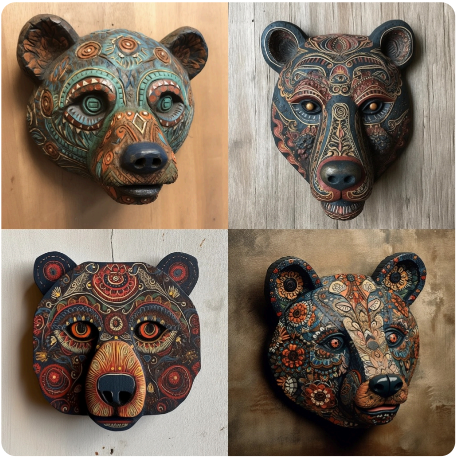
Prompt Style – Disney



Prompt Style – Egyptian



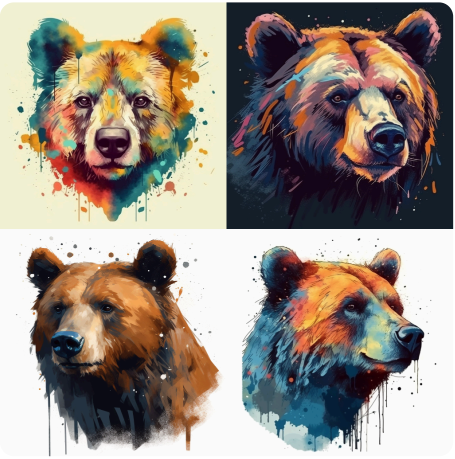
Prompt Style – Folk Art



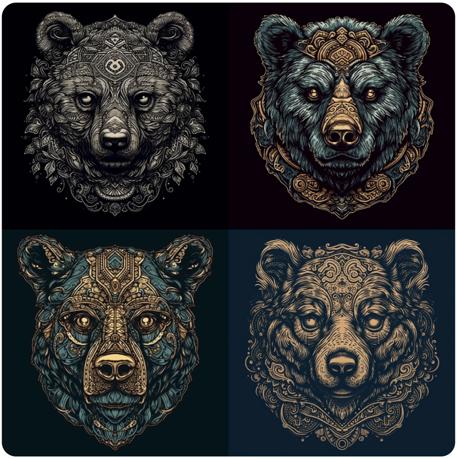
Prompt Style – Funko

Prompt Style – Glitter

Prompt Style – Gouache

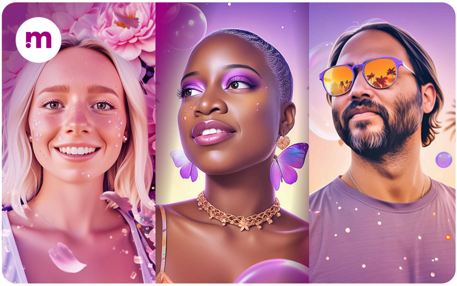


Prompt style – Gothic

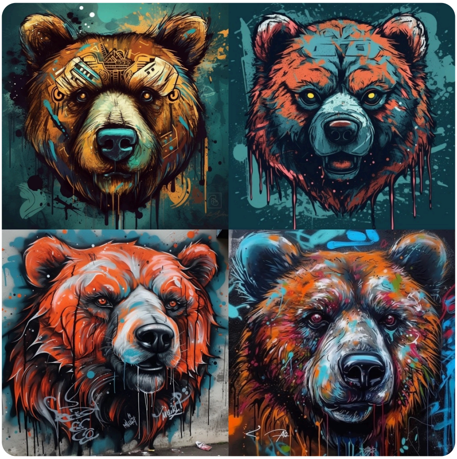


How Are We Using Generative AI for Our Clients?

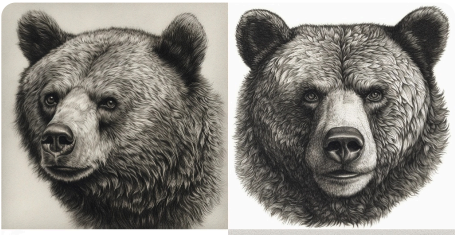
Below is an example of how we are working with SC Johnson and the Method brand to integrate Generative Art into a campaign at Coachella. Check out the work – https://www.groovejones.com/ai-aura-photo-experience-at-coachella/

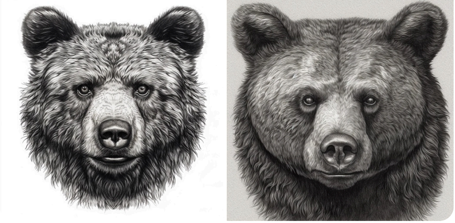


Prompt Style – Graffiti

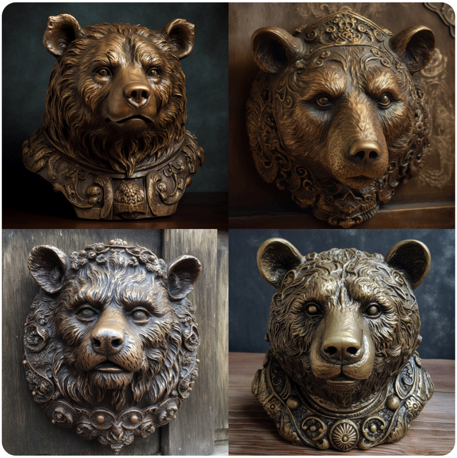


Prompt Style – Graphite

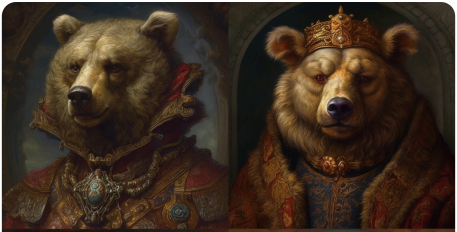


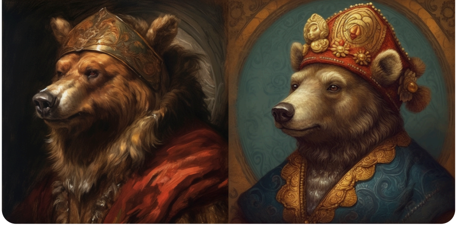


Prompt Style – High Renaissance

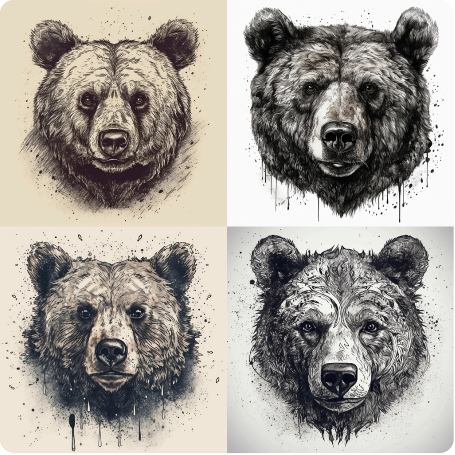


Prompt Style – High Renaissance Painting

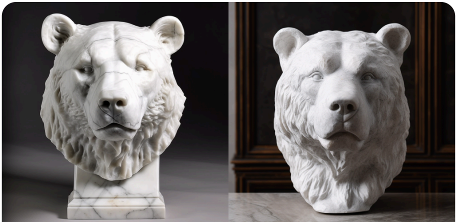


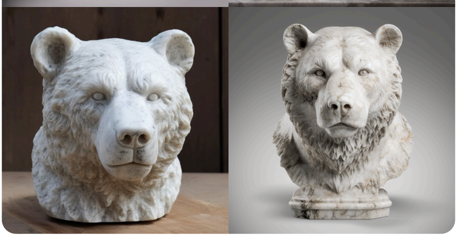


Prompt Style – Ink

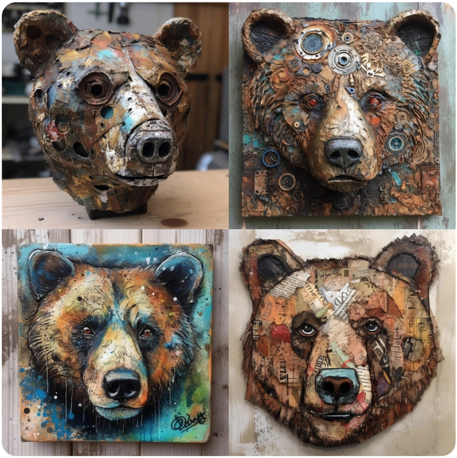


Prompt Style – Marble

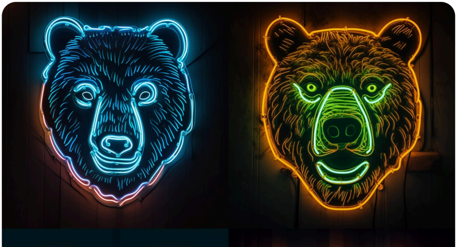


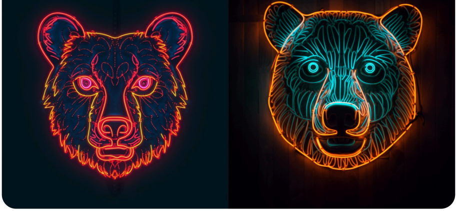


Prompt Style – Mixed Media

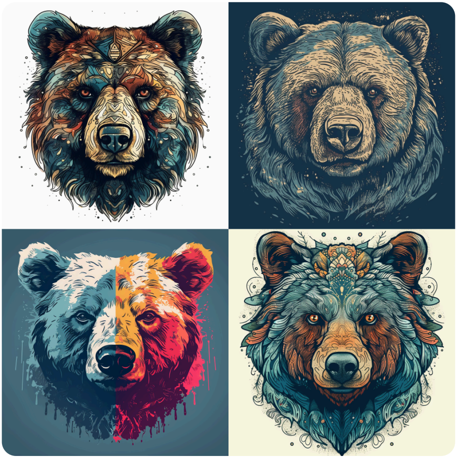


Prompt Style – Neon Light

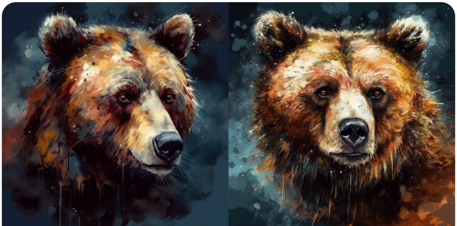


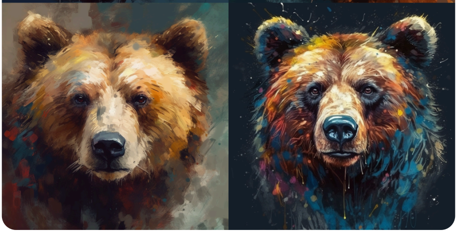


Prompt Style – Offset Printing

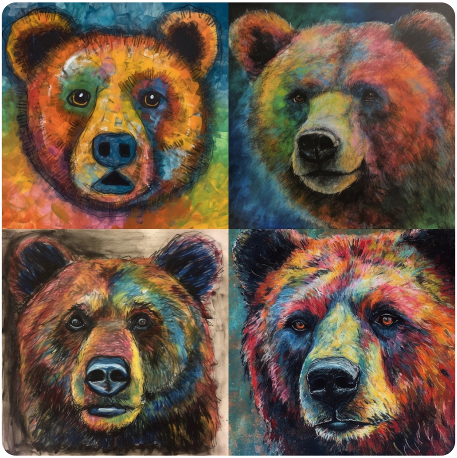


Prompt Style – Oil Paint

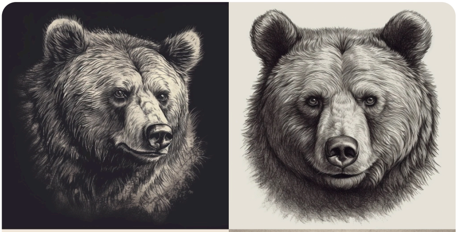


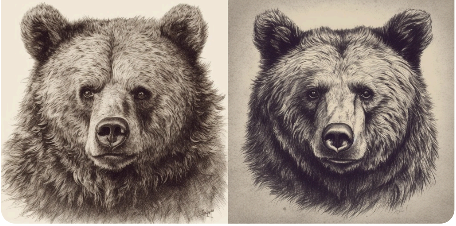


Prompt Style – Oil Pastel

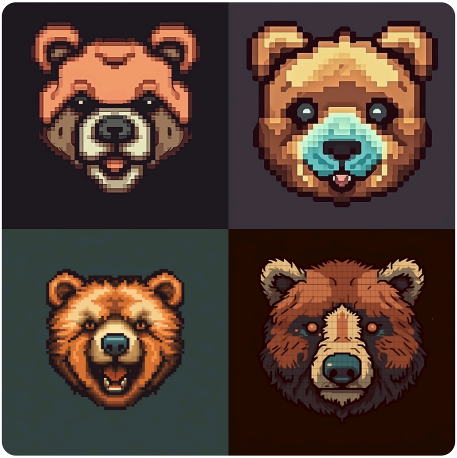


Prompt Style – Pencil Sketch

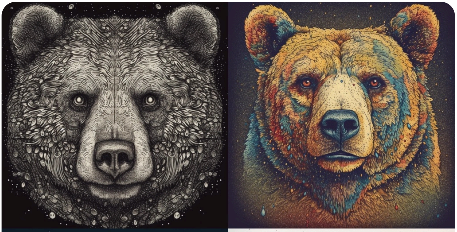


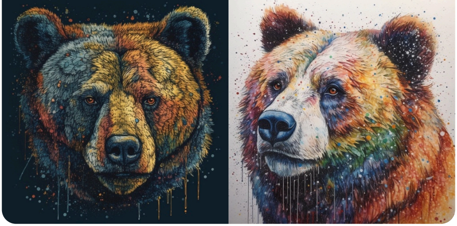


Prompt Style – Pixel Art

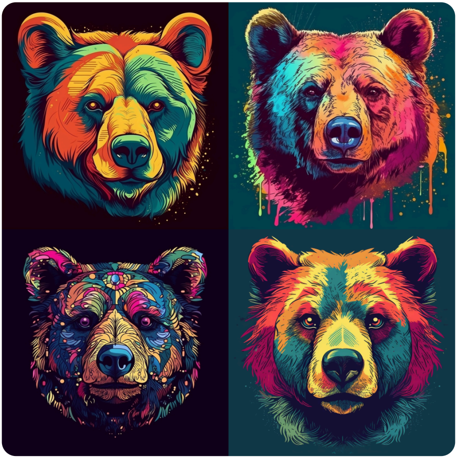


Prompt Style – Pointillism

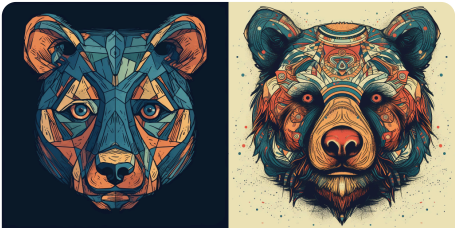


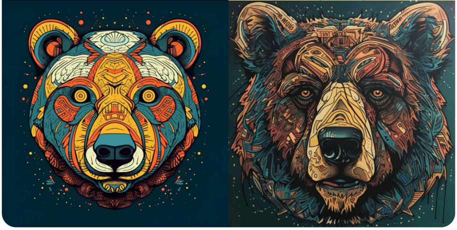


Prompt Style – Pop Art

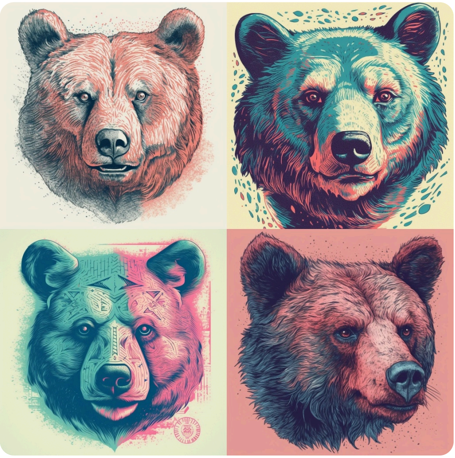


Prompt Style – Postmodernism



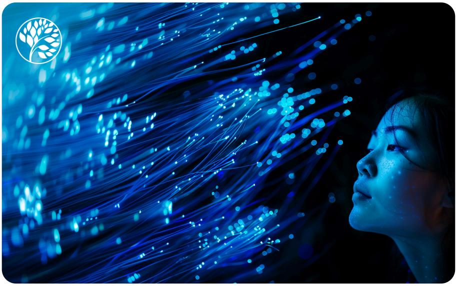


Prompt Style – Risograph

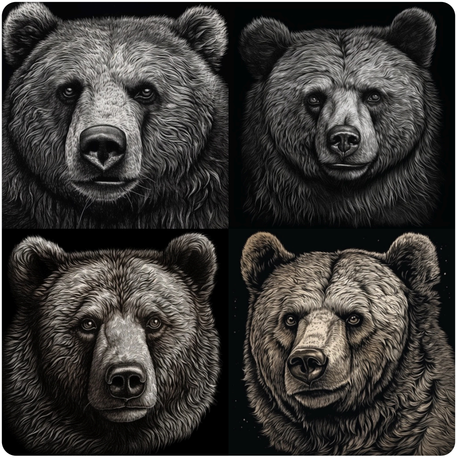


How Are We Using Generative AI for Our Clients?

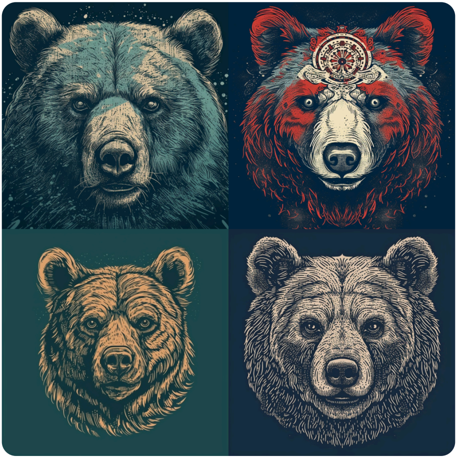
Below is an example of how we are working with SC Johnson and the Method brand to integrate Generative Art into a campaign.



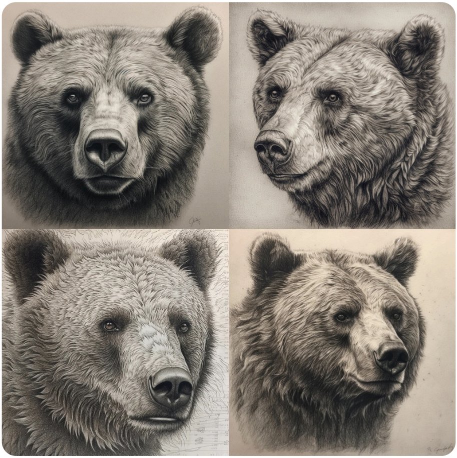
Prompt Style – Scratchboard



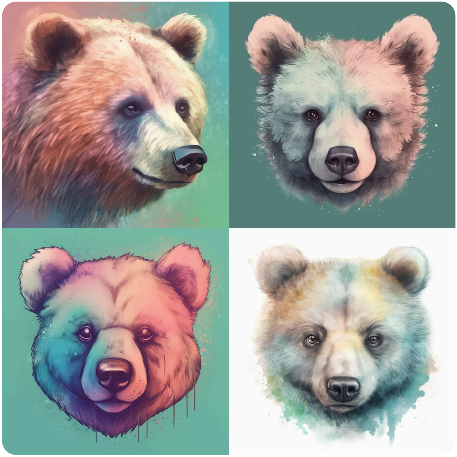
Prompt Style – Silkscreened



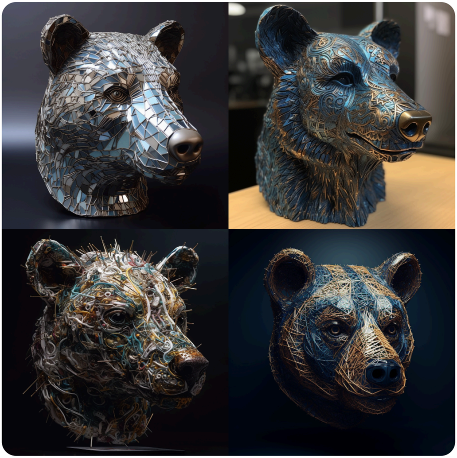
Prompt Style – Silverpoint



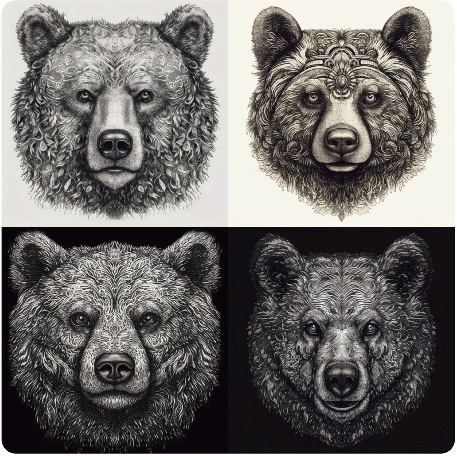
Prompt Style – Soft Pastel



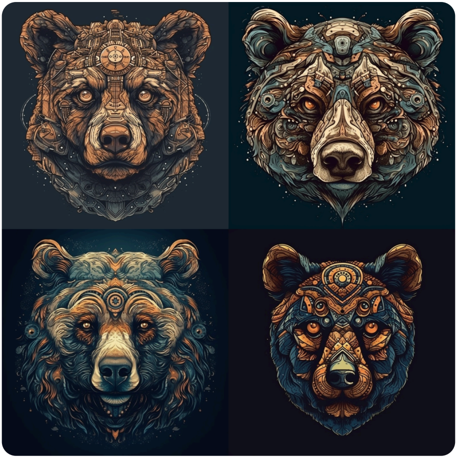
Prompt Style – Static



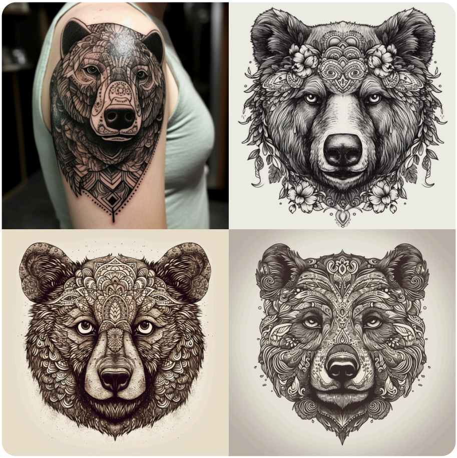
Prompt Style – Stipple



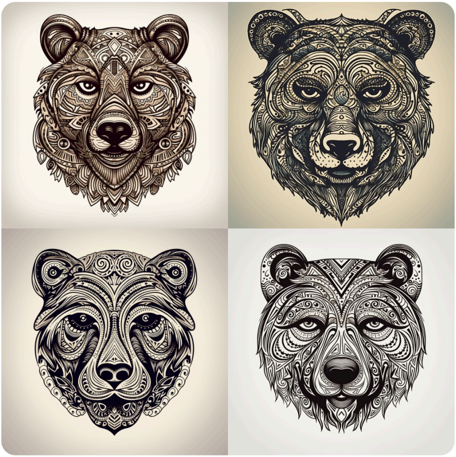
Prompt Style – Surrealism



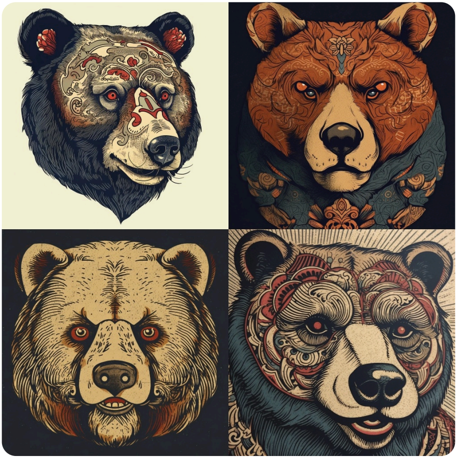
Prompt Style – Tattoo



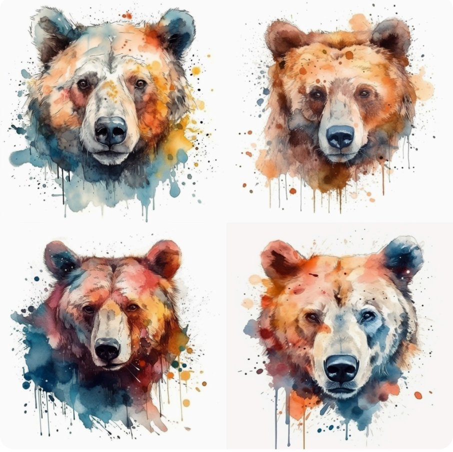
Prompt Style – Tribal Tattoo



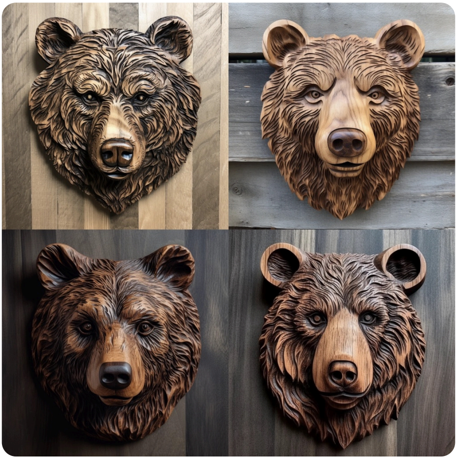
Prompt Style – Ukiyo-e



Prompt Style – Watercolor



Prompt Style – Wood



Exploring Prompts

Art prompts serve as catalysts for creativity, providing artists with inspiration and a starting point for their work. These prompts can come in various forms—words, phrases, images, moods, or themes—each capable of sparking a unique artistic response. Art prompts are particularly valuable for artists experiencing creative blocks or seeking new directions. By offering a structured yet flexible guideline, they encourage experimentation and push artists out of their comfort zones, leading to unexpected and innovative creations. At Groove Jones, we are now harnessing the power of prompts specifically for Generative AI Art.

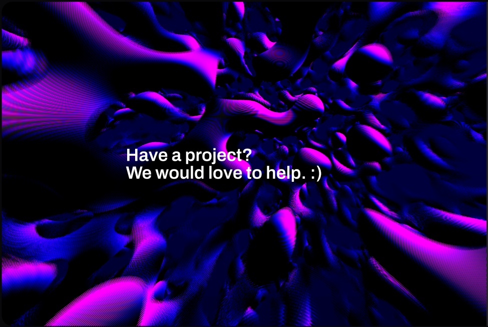
Generative AI Art is an innovative form of art created using artificial intelligence algorithms that draw on vast datasets to produce visual, auditory, or multimedia compositions. These machine-learning techniques allow for the generation of complex and compelling art pieces, blending algorithmic precision with creative interpretation. The integration of art prompts with Generative AI technology can result in a unique and stimulating dynamic where structured inspiration meets automated creativity. For instance, an artist might input a prompt such as “surreal forest” or “abstract cityscape” into a generative AI program, which then creates numerous iterations based on the concept. This approach provides the artist with a diverse array of outputs, each one offering a fresh perspective or pathway to explore further.

At Groove Jones, we leverage this technology not only for conceptual development and creative brainstorming but also as an integral part of our interactive projects and applications. By utilizing AI-generated art, we are able to produce rapid prototypes, visual experiments, and rich multimedia content that can be adapted and refined for various purposes. The combination of art prompts and generative AI expands the creative process by offering artists a collaborative tool that enhances and amplifies their ideas. This technology enables artists to push beyond traditional boundaries, experiment with new styles and techniques, and discover unexpected elements within their work.

The fusion of art prompts and generative AI can be transformative for artists and creatives, providing a new dimension to their workflow. For instance, an artist could use a prompt like “moody sunset in watercolor” to generate several AI-produced images that reinterpret the idea with different compositions, color palettes, and artistic styles. These variations give the artist a wellspring of options—a starting point that can be expanded, modified, or combined into a final piece that resonates with their vision.

As we continue to integrate these technologies into our toolkit, we are exploring even more interactive applications where generative art can engage audiences in immersive ways. Whether through installations, augmented reality experiences, or custom applications, the marriage of art prompts and AI-driven creativity is redefining how art is conceptualized and shared. By embracing this innovative approach, we aim to empower artists with new resources, enrich creative processes, and push the boundaries of what art can be.

Contact Us



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We would love to help. :)

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Discussing a Production

Joining the Team

Other

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